



CITY OF OREM
Summerfest Commission Meeting Minutes
Wednesday, February 18, 2015
5:15 p.m.

CONDUCTING: Teresa Horn, Boutique (Chair)

ATTENDING: Wally Harkness, Sponsors, Booklet, Appreciation Dinner
Jim Lauret, Grand Parade
Kena Mathews, Children's Crafts, Student Marshal's
Kathy Pranger, Food Vendors, Breakfast
Rob Shaw, Car Show, Children's Parade
Ryan White, Appreciation Dinner, Hospitality, AirCare
Laura Bascom, Volunteer Coordinator
Margaret Black, City Council
Charlene Crozier, Arts Council
Jim Orr, Park Liaison
Chris Tschirki, Director of Public Works
Reed Price, Maintenance Division Manager
Jill Winder, Administrative Support

ABSENT/EXCUSED: Leslie Anderson, Baby Contest
Peggy Philbrick, Entertainment
Jason Adamson, Risk Manager
Kent Allen, Purchasing
Peter Wolfley, Web/Social Media

GUEST:

Welcome, Introductions & Approval of Minutes

Teresa Horn (Chair) brought the meeting to order by welcoming everyone to the February Summerfest meeting. Just as a reminder, all meetings are recorded in compliance with the State and City Ordinance. Teresa Horn started the meeting by asking the committee for the approval of the January minutes. *Kena Mathews made a motion to accept the minutes with Kathy Pranger seconding the motion. All attending committee members voted unanimously to accept the meeting minutes.* Chris Tschirki introduced Reed Price as the new Maintenance Division Manager and added that Reed would be taking his place on this committee. Reed has served on the Summerfest Committee in the past, and was "Chair" for 3 years, so he is very familiar with this new assignment

and will be a great resource for this committee. Everyone took a moment and introduced themselves and the event(s) that they are over.

NOTE: Throughout the whole recording there were minutes that were inaudible. If you find something that you feel needs to be added, please send to Jill and she will add this to the minutes under added comments.

Theme and Grand Marshal

Teresa Horn started the discussion by handing out everyone a copy of several suggestions she received on Facebook. Hopefully everyone came prepared with suggestions for the theme and the Grand Marshal. Wally asked if we want to come up with a theme before suggesting Grand Marshal(s) or does it really matter. Teresa said no, it really does not matter. Jim Lauret stated that he likes to pick the theme first, because it tends to make suggestions for the Grand Marshal easier.

Teresa asked for the committee members to start expressing any ideas about a theme. Rob Shaw stated that one of the hot topics in Orem at this moment is the development taking place at the University Mall. Rob suggested, “Things are happening in Orem” or “Watch Us Grow.” Margaret Black suggested “Great Things are happening in Orem.” Teresa commented that it seems like the committee is leaning toward something on a business theme. Kathy Pranger added that Ryan Shupe lives in Orem and his hit song is Dream Big. Everyone started to like the theme “Dream Big.” Teresa asked Kathy if she knew Ryan Shupe. Kathy answered that he is in her Stake, but she does not know him personally. At this time Teresa asked if someone on the committee wanted to make a proposal. *Wally Harkness made the motion that “Dream Big” be the 2015 Summerfest theme. Jim Lauret seconded that motion, with all attending committee members voting unanimously.*

Wally Harkness made the next motion to invite Ryan Shupe to be the Grand Marshal, with Teresa Horn seconding that motion, with all attending committee members voting unanimously. Ryan White said he would try to contact Ryan Shupe and get back with Teresa and Reed as soon as possible. If this does not work, Rob Shaw suggested Matthew Holland. Kena Mathews added that she knows Matthew Holland and could extend that invitation to him if Ryan Shupe is unavailable. Please let Kena know if she needs to move forward with this. *Kathy Pranger made the motion to ask Matthew Holland to be the Grand Marshal if Ryan Shupe was unavailable with Jim Lauret seconding that motion and remaining committee members voting unanimously.*

Events and Area of Responsibilities

Wally Harkness – Appreciation Dinner, Sponsors, Booklets

One of Wally’s goals this year is to make a distinction between and cash donation and an in kind donation sponsorship. While you have in kind donations to events like the baby contest, that’s wonderful and we will give them the recognition that goes along with that type of sponsorship. This could be in form of putting their business name on the Baby Contest Information page or even have a link that takes people directly to their business site. This is just an example of what we can do. People that who are contributing cash, depending on their donation could receive larger advertisement space and also have a business link as well.

Ryan asked the committee members if they thought it was a good idea to Summerfest have their own Facebook page. Ryan remembers that it was discussed last year, but maybe this could be a

place to help find sponsors. For example, you can run Facebook ads for \$200.00 and just target businesses located in Orem City and Ryan feels this could help generate some sponsorship by just using that mechanism. Wally added that he thought this was a good suggestion. Ryan also suggested there be a sponsorship tab on the Summerfest page where people can go to direct link with the information for those interested in contributing money or in kind donations and the levels that qualify to be able to have this as recognition to their business.

Charlene Crozier thinks the only concern is having a separate Facebook page is that the City is now at 5400 “Likes” and climbing. It has been an uphill battle to get that many “Likes.” Orem’s Facebook page feeds off the latest buzz about what’s happening in Orem at the moment. Charlene feels it would be hard to capitalize on an audience that is already engaged. For example, she is looking at the stats on the page right now, and the weekly total reach of the City last week was 41,487 engagements. That is pretty good, and she would like to capitalize the maximum audience by adding Summerfest items to this page. Charlene said we could sponsorship some adds on the page and try and reach people and businesses that are interested in certain things. In the past, Pete Wolfley has done engagement by asking questions, contests, etc. Bottom line is that Charlene feels that Summerfest needs to be done on Orem’s already established Facebook page. This could even be in the form of a tab directing people to the Summerfest website. Bottom line is that Summerfest needs a presence on the City Facebook page. Kena Mathew also noted that since Orem is a member of the Valley Chamber of Commerce, you can have Summerfest information go out on their email stating that we are seeking donors and sponsors. Wally Harkness said that he would look into this great suggestion.

Rob Shaw – Car Show, Children’s Parade

Car Show: Rob has made a phone call to the individual who did the music and sound system for the car show last year and at the current time has not received a phone call back. Last month there was a discussion about having a \$10.00 registration fee for all car participants and only allow sixty cars due to location restraints. Rob thinks we should go ahead with that, and is asking the committee members to make a motion on this. *Rob Shaw made the motion to have a \$10.00 registration fee for all Car Show participants, with Ryan White seconding the motion, and all other committee members voting unanimously.*

Children’s Parade: Rob will work on getting the permission letter from Alpine School District as well as each schools headcount and address. The permission letter needs to be submitted to each of the schools to allow the distribution of the Children’s Parade flyer. Jill will help with the printing and cutting of the flyers with Laura Bascom delivering them to each of the grade schools.

Kathy Pranger - Food Vendors, Breakfast

Breakfast: Kathy has a phone call into the Rotary Club concerning the breakfast, but they have not returned her call yet.

Food Vendors: The website has the application online and applications are beginning to come in. Kathy took a moment to review the new changes to the food vendor application. The fee is still \$500.00 and there is an additional surcharge of \$75.00 for those needing more than 20 amps. Also new this year is the option for the food vendors to street vend along the parade route for an additional \$100.00. But to do this they need to follow the county guidelines for wrapping the food

and being able to control the hot/cold temperatures. Jim Lauret commented that he gets phone calls all the time concerning this. They are usually just selling soft drinks and water. Jim tells them they can't walk the parade route, but they can set up a table on a front lawn with permission from the homeowner and sell there. This is very hard to police and has been going on for many years. The vendors that will legally be permitted to sell will have a badge on identifying them as such, and this information will be given to Public Safety, but this is something that is hard to enforce.

Teresa Horn (Chair) – Boutiques, Community Booths

Boutique: Teresa is beginning to receive applications and so far has received seventeen, with sixty-eight being the grand total of boutique booths.

Community: Teresa has not received any inquiries about the Community area. Usually people do not start calling about these spots until April and May.

Jim Lauret – Grand Parade

Grand Parade: Jim Lauret started his event update by stating that the parade application will be on line in the next 2-3 weeks. There are several parade banners 2-4 that are unrepairable and need to be replaced. We definitely need to replace two this year, and Jim Lauret wants to know who will be in charge of taking care of this request.

There was a discussion concerning putting down blankets and tarps a week in advance of the parade, and how we can prevent this from happening. Margaret Black added that a couple of years ago, the Beautification Commission were concerned about this subject, but she felt like the staff really did not want to try and regulate this. It was again decided to leave it as it now stands.

Kena Mathews – Student Marshals, Children's Crafts

Student Marshal's: Kena has emailed all the Junior High principals and has not heard back from anyone yet, but that is typical for March. In the past she has received all this information in April.

Children's Craft's & Activities: One of Kena's concerns the past couple of years is that we pay the balloon guy and the face painters for two hours. What happens is the lines get so long that we cannot accommodate all those who are waiting. They have tried to cut the line off so people waiting can get through in the two hour limit, but this sometimes makes people very unpleasant. We pay these people doing the face painting and balloon tying for two hours of their time. To help eliminate some frustration for those waiting in line this year, Kena suggests that in the publicity about this event this year we say the line will end at 1:30 p.m. so everyone in line will get a balloon tied or their face painted. Everyone felt like this is a good idea and to move forward with adding that information with the event.

5K Run: Kena will confirm if the Fire Division will be having the 5K run with Summerfest or having it a different day. Kena is confident that they will not be having the run this year during Summerfest. She will report on this next month.

Ryan White – Hospitality Tent, Food for Appreciation Dinner, AirCare

Appreciation Dinner: Timpanogos Regional Hospital is on board with sponsoring the Appreciation Dinner again this year. Ryan added that they look forward to helping with this event each year.

AirCare: Ryan started off by stating that he had a fun announcement. Timpanogos Regional Hospital starting March 2 will have their own helicopter service. He was hoping that everyone would be on board with using them instead of AirMed this year. Ryan handed out a flyer to everyone showing the new bright yellow helicopter. Everyone agreed with using AirCare this year and looked forward to their participation. Ryan also mentioned that they would also like to do a fly over the parade. He will coordinate this with Jim Lauret.

Hospitality Tent: Ryan has reached out to a few different people/organizations and is just waiting to hear back from them about sponsoring the Hospitality Tent. Last year, there were many people that came through the line several times and they finally had to tell them that they had been through enough times. This is very hard for them to do, because they want to provide food for all who are attending. It was suggested that maybe this year, they will use wrist bands and punch off that they have already been through the line. Maybe this punch could be allowed a couple times per person and after that they are done. Ryan still wants to think this through and also talk about options with hopefully the new sponsor for this event. Also suggested was only allowing people into the Hospitality area after the parade is over, allowing less time for people to take advantage of going through the line several times. Several of the committee members thought this was a great suggestion. Reed Price recommended that you come up with your own recommendation on how to control this, and Reed feels it will likely be approved by the committee.

Golf Tournament: There was a discussion about having a golf tournament down at the Sleepy Ridge Golf Course one day/evening leading up to Summerfest. Jim Lauret pointed out that on Saturday they use 6 of the golf carts for the grand parade and Jim Orr makes arrangement to pick them up early in the afternoon. Ryan White commented that they do a couple at the hospital throughout the year, and they find them very successful fund raisers. Timpanogos could also share the golf tournament information on their website, and help to get the message out about this event. Chris Tschirki commented that the City has a good working relationship with Golden and the golf course, and we could reach out to Golden and get his feedback on this proposed Summerfest event. Reed Price asked Ryan White if he was willing to approach Sleepy Ridge on behalf of Orem Summerfest and get their feedback and report back to this in our next meeting. Ryan answered that he would give Sleepy Ridge Golf course a call about this.

Support Staff Updates

Jim Orr – Park Liaison (sound malfunctioned, inaudible)

The conversation was about the size of space that the vendors needed, especially for the food trucks. Much of this conversation was inaudible.

Charlene Crozier – Entertainment Stage, (inaudible)

Adjournment at 6:39 p.m.